**Project leads**  
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**Abstract**  

**Keywords**  
audio-visual media reflexivity, transformation of everyday life, virtual exhibition

**Aims of the Third Mission activity**  
The focus of the activity is to contemplate the role of audio-visual media in our everyday lives during the first lockdown of the COVID-19 pandemic and to set a wider public awareness between different individual, academic and institutional actors. The aim is to understand and produce audio-visual media formats reflexively while concentrating on the medium-specificity, technology, and culture.

**Cooperation partners outside the university sector**  
Goethe Institute Berliner Festspiele ARTE

**Cooperation partners from the scientific/research field**  
None

**Faculty**  
Inst. für Europäische Ethnologie - Studio Audio-Visual Research, Historisch- Kulturwissenschaftliche Fakultät

**Timeframe**  
15.04.2020 - 06.11.2020

**Funding**  
Internationalen Koproduktionsfond des Goethe Instituts
| **Research basis** | My PhD dissertation is heavily focused on the embodied and sensorial modes of audio-visual media production. This project is a practical result of my academic work on audio-visual reflexivity, representation, and exhibition where I had the chance to meet a wider public. |
| **Social/economic relevance** | The cultural industry was one of the most affected social and economical sectors from the COVID-19 crisis. With this project, we have reflected and practice new modes of artistic exhibition which can allow creatives to survive both socially and economically in the moments of crisis. |
| **Integration into academic teaching/the curriculum** | No |
| **Impact** | The activity has been reached to a wide public and will stay online for a year. The audience can experience a creative audio-visual performance at home during the lockdowns which give them free access to a big cultural event. |
| **Transfer aspect of the activity** | As our lives went digital last year, the social and cultural transfers were extremely limited. The biggest transfer aspect of this research was to reach people artistically although the core of the project depends on the theoretical and methodological considerations. I have received messages that the project was an inspiration of how we deal with the virtual elements and intermediacy during the curfew. |
| **Future orientation & sustainability** | The project has shown us new modes of working together although we cannot come together physically. This will have positive effects on international collaborations while reducing the amounts of excessive travelling. |
| **Achievement of objectives** | There are many articles and positive critics on the project that it was a creative virtual exhibition. |
| **Measures to sustain this activity over the long term/expand it** | None |
| **Visibility** | Webseite, Medien, Publikationen |
Links/Publications

- https://www.ndr.de/nachrichten/sendungen/jazz/playlist73650_page-2.html
- https://www.nmz.de/artikel/virtuell-transatlantisch-und-auf-allen-kanaelen
- https://www.jazzzeitung.de/cms/2020/10/jazzfest-berlin-2020/